

TOP SECRET

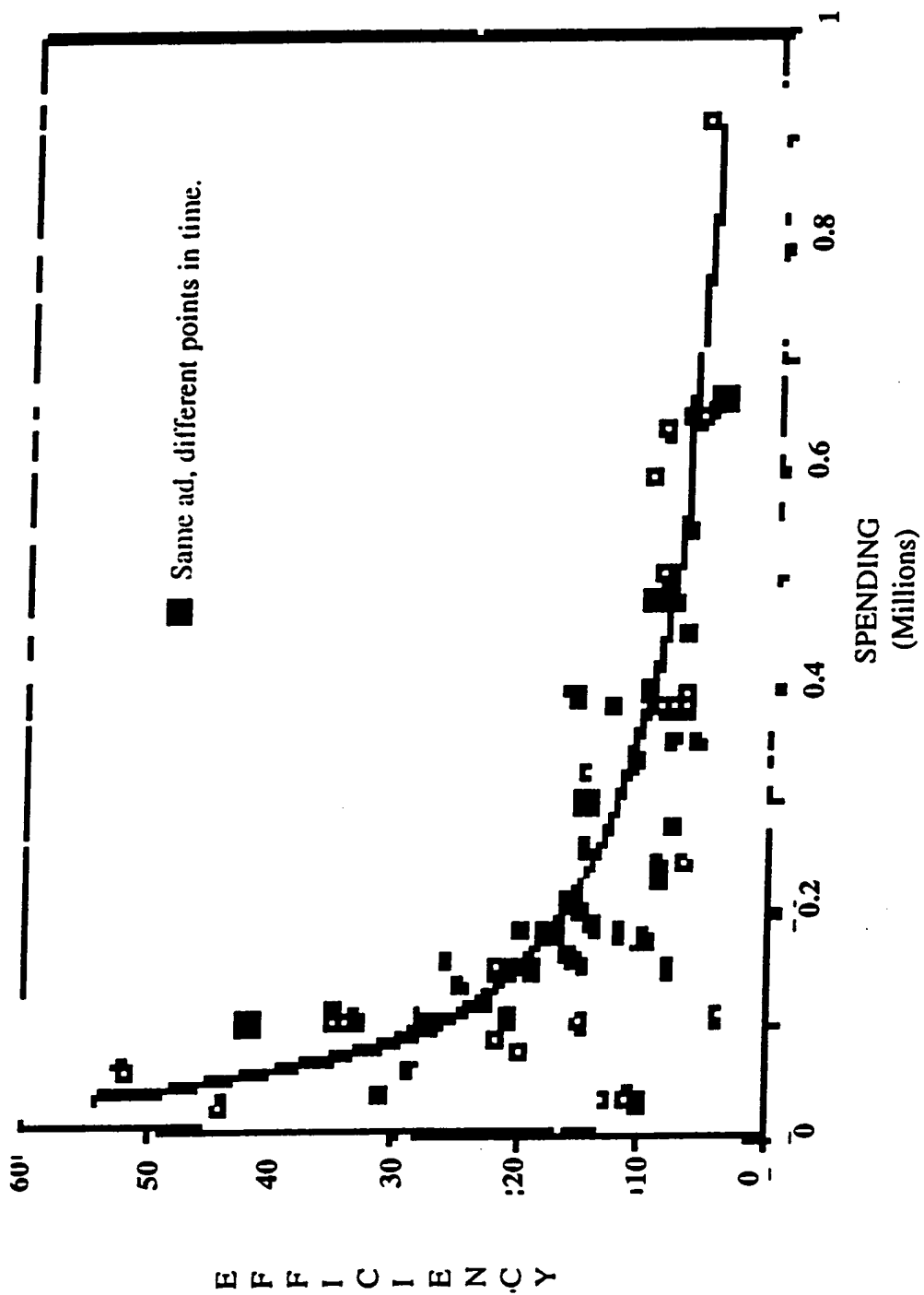


Fig. 1

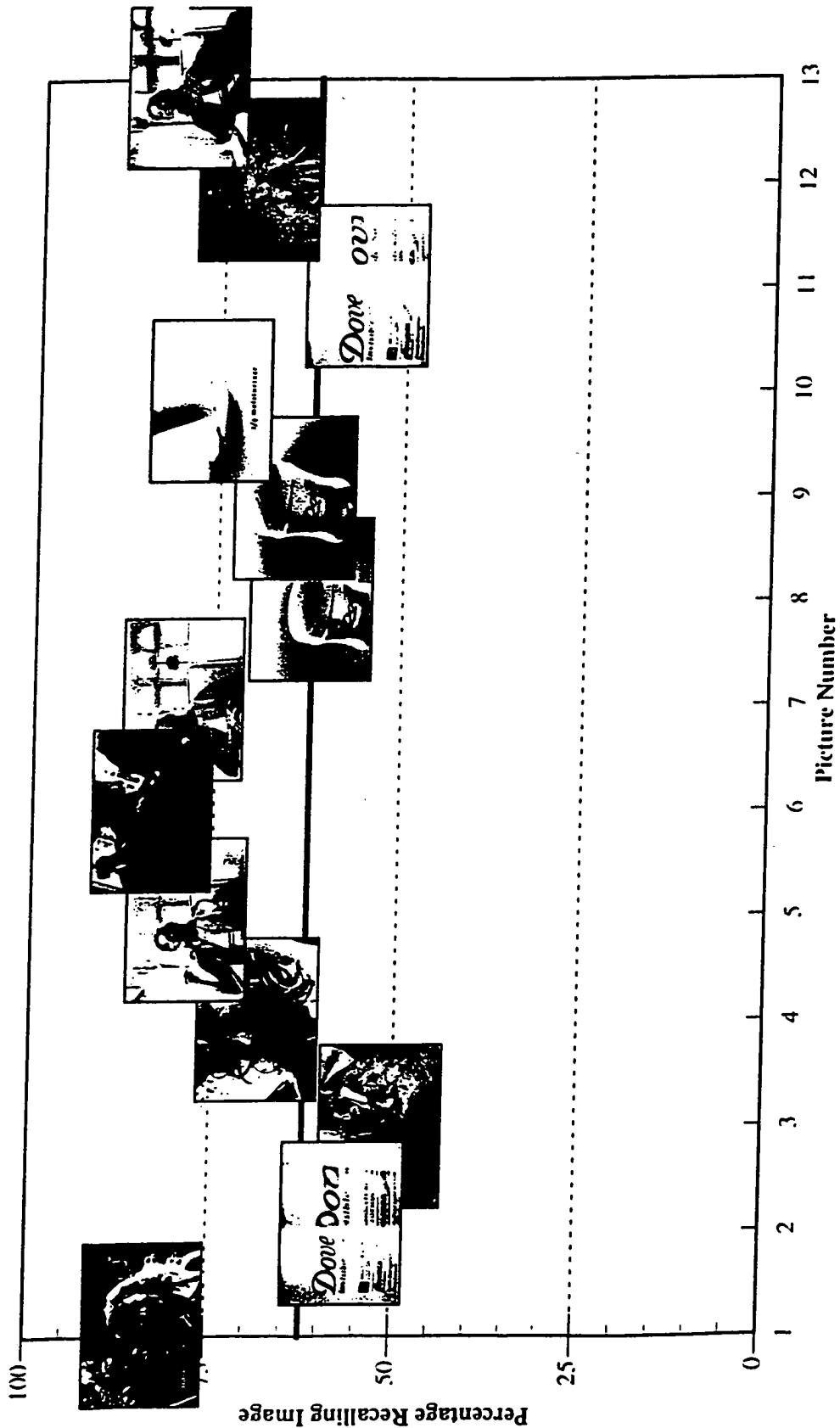


Fig. 2
PRIOR ART

FO62510" T0204860

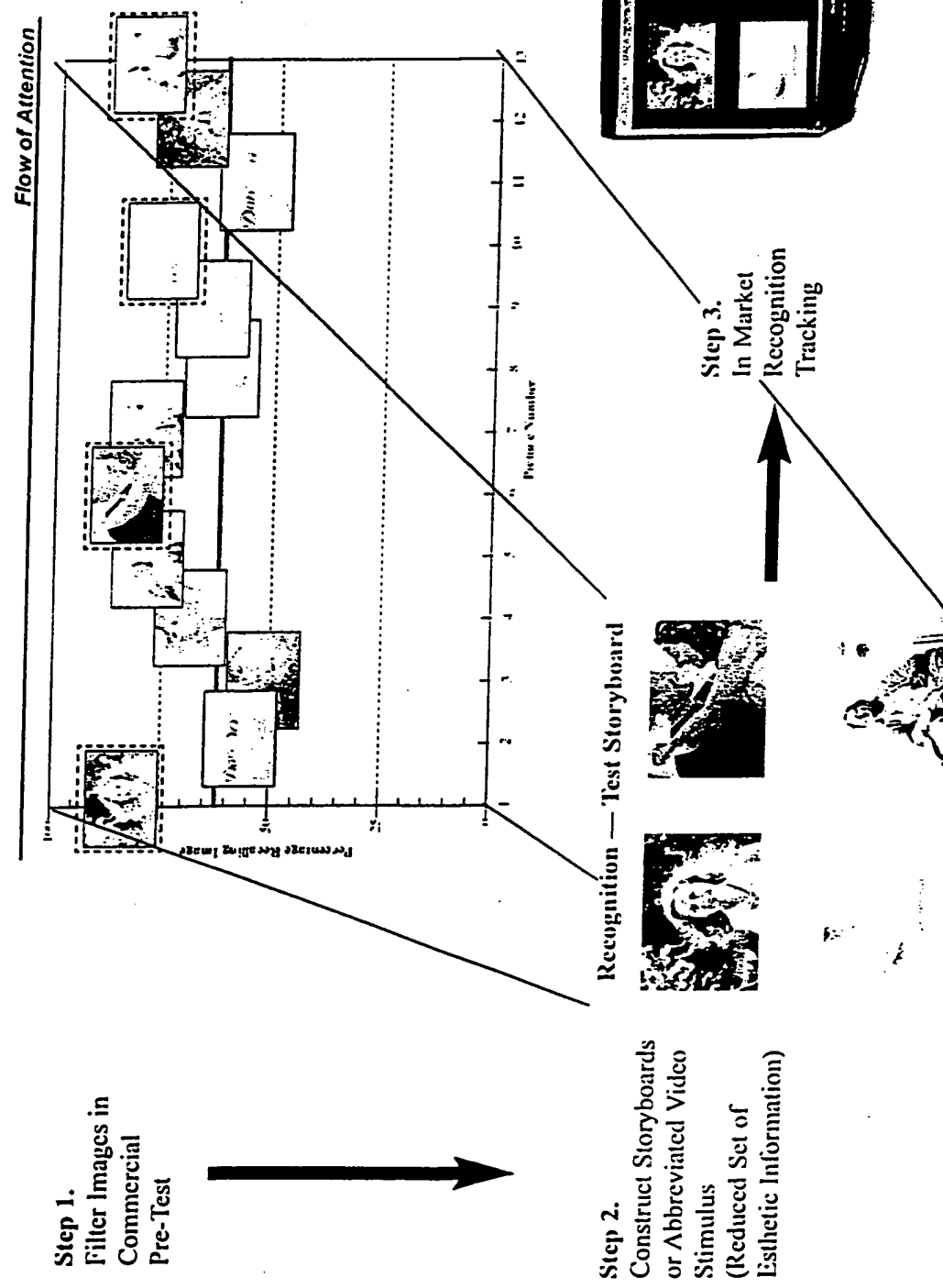
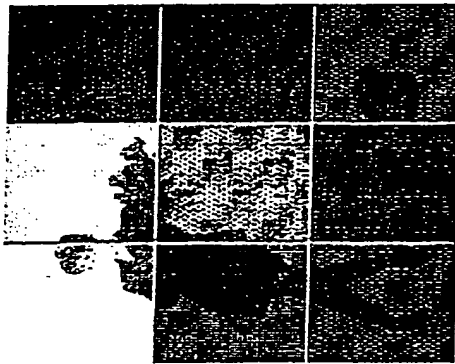


Fig. 3

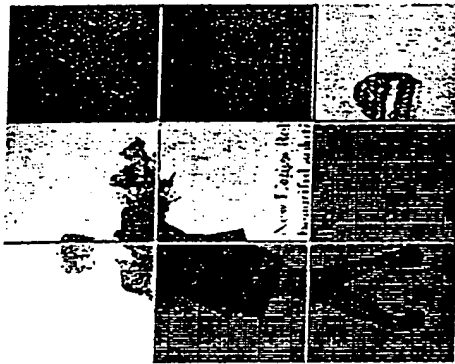
Original Advertisement



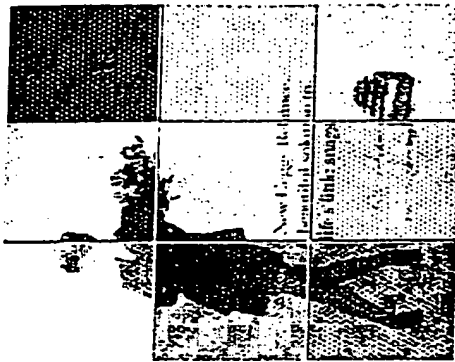
1/2 Second



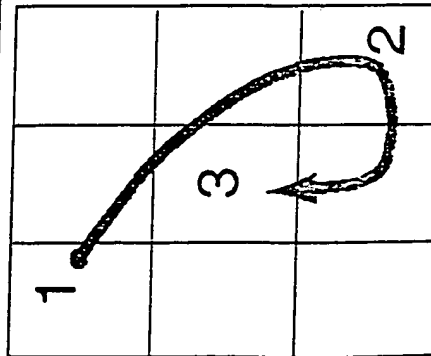
1 Second



4 Seconds



Flow of Attention



About the Ad

During the first 1/2 second, consumers focus on Jamie Lee Curlis' face in the upper left hand corner of the ad.

During the next 1 second, consumer attention follows a diagonal path down to the package in the lower right corner.

Finally, after 4 more seconds, consumers are reading the copy in the middle of the ad.

Note that Jamie's legs are not a local point of attention in this hosiery ad.

Fig. 4
PRIOR ART

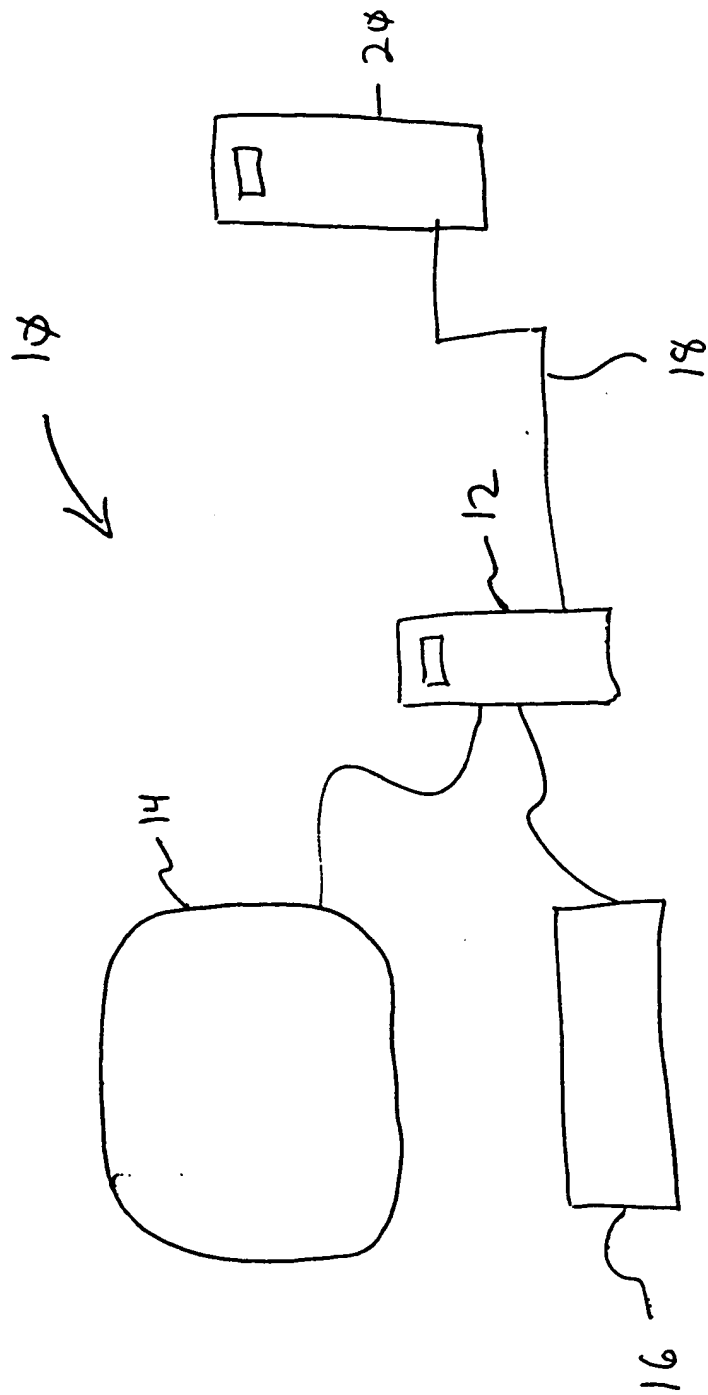


Fig. 5

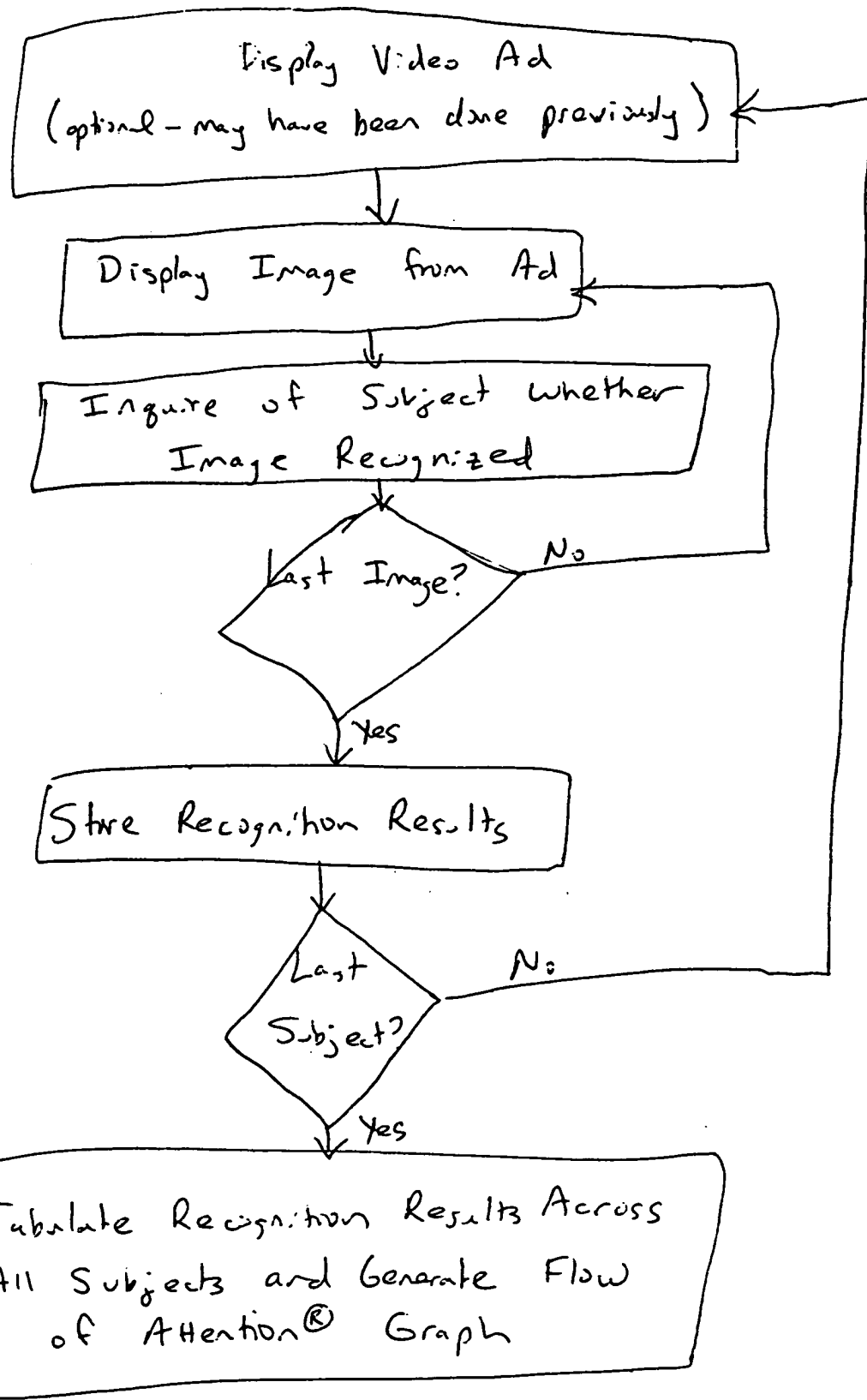


Fig. 6

09870201.052901
106250.10202860

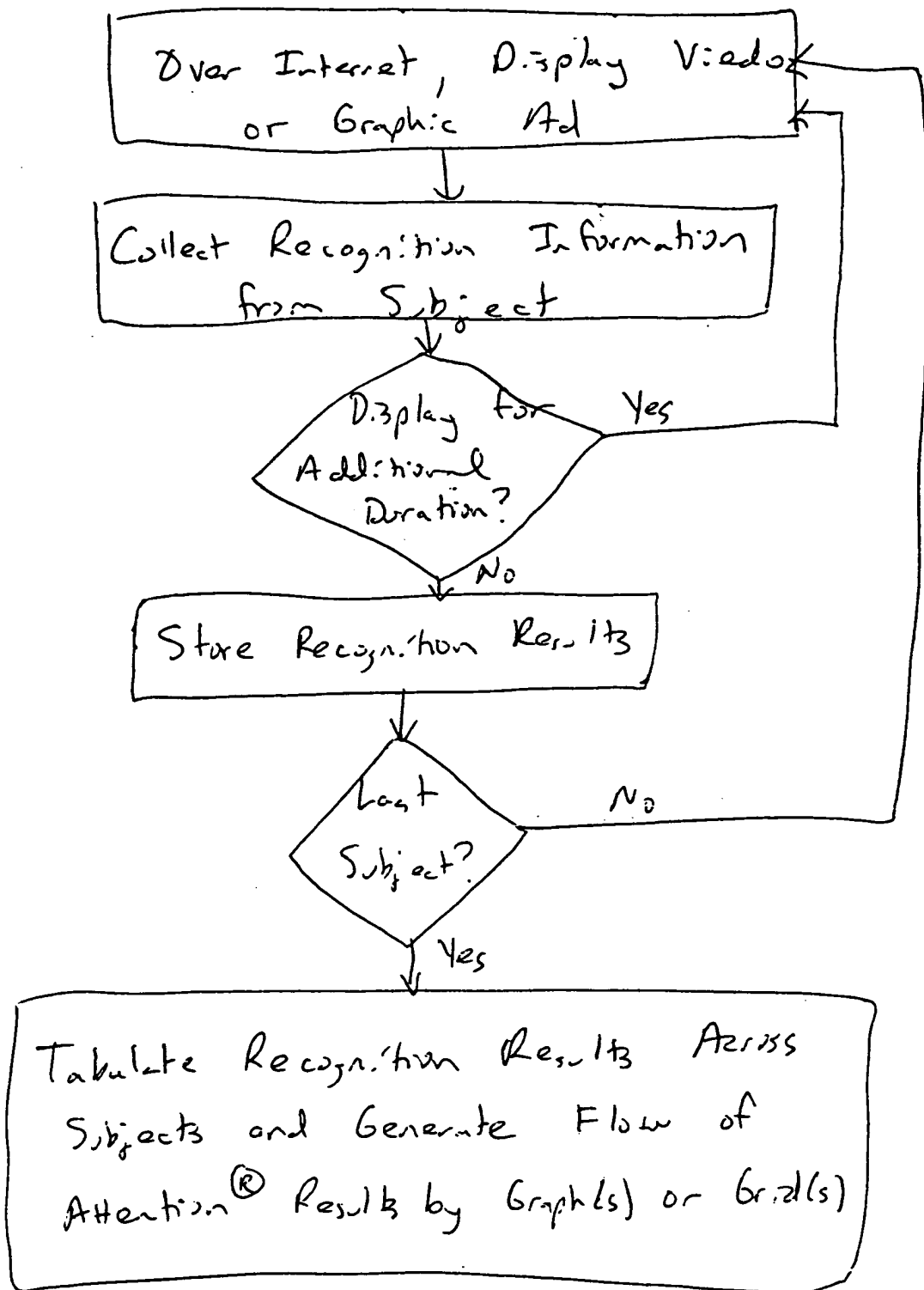


Fig. 7